



中企海外传播之我见

Observations on Chinese enterprises overseas
from a reporter

VISIT...

LANZAROTE
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洪潇 Hong Xiao

- 前中国日报驻美国纽约记者，五年海外媒体从业经验。在任期间，负责报道中美新闻、联合国新闻
- 曾实地采访报道包括中国中车、三一重工、福耀玻璃和巨石集团在内的中国大型企业及诸多中小企业在美国落地发展的新闻
- 曾采访联合国秘书长古特雷斯，联合国高级官员，美国多州州长，中美大型企业、机构高管
- 美国代顿大学传播学硕士



An aerial photograph of New York City, showing the dense Manhattan skyline with numerous skyscrapers. Central Park is visible in the lower foreground, surrounded by green trees. The Hudson River is on the left, and the East River is on the right. The sky is blue with scattered white clouds. The entire image has a semi-transparent dark blue overlay.

海外传播意识的觉醒

海外传播意识的觉醒

- 中国品牌企业主动面向海外宣传的意识越来越强
- 曾经多是“墙外开花墙内香”
- 现在更多的是为了拓展企业、品牌的在海外当地的知名度，辅助支持产品在当地的销售、企业在当地的运营

稀奇艺术 X+Q Art



黄山市政府走进联合国和中国驻美大使馆宣传旅游

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. Central Park is visible in the lower foreground, surrounded by greenery. The Hudson River is on the left, and the East River is on the right. The sky is blue with scattered white clouds. The text "更丰富的内容和形式" is overlaid in white on the left side of the image.

更丰富的内容和形式

更丰富的内容和形式

三一重工VS复联：朋友圈-微博-国媒-外媒



PoPoLush

终于看了复联，因为我完全不是漫威迷，只是办了AMC会员不看浪费。我看的时候意外感觉超熟悉，忽然想起去年六月，我和周老师（冒着酷暑）去Georgia州的Peachtree City采访中国三一重工的美国总部。公司负责人神秘地说，工厂刚刚借给复联拍完电影，签了保密协议，拍完后工厂一切复原，只留下了这个门（我心里OS是Xxxcc）。结果发现，电影室内实景基本都在三一的车间里拍的，我看的时候一直在想，这不是他们停挖掘机的地方吗！这不是他们员工打羽毛球的地方吗！我的观后感太独特了，我必须发个圈。应该没有人下基层追过星吧。



May 8, 2019 12:01 PM 删除



中国日报

今天 05:09 来自 专业版微博

【复联总部竟然设在这家中国企业里?!】随着电影《复仇者联盟4：终局之战》在全球风靡，有细心的影迷发现，影片中复仇者联盟总部的场景很像是咱们中国企业“三一重工”在美国的总部。据悉，拍摄结束后，摄制组就将车间内部为拍摄进行的改造装潢复原，只留下图(9)中的这片墙，有“鹰眼”的小伙伴可以试着找找这面墙有没有出现在电影里。“三一集团”于1989年在湖南创立，目前是中国最大、全球第五的工程机械制造商，也是全球最大的混凝土机械制造商。其美国总部位于美国东南部乔治亚州桃树城。（记者 洪潇）[收起全文](#)



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会火

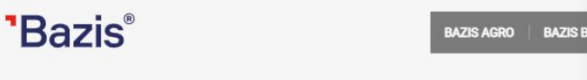
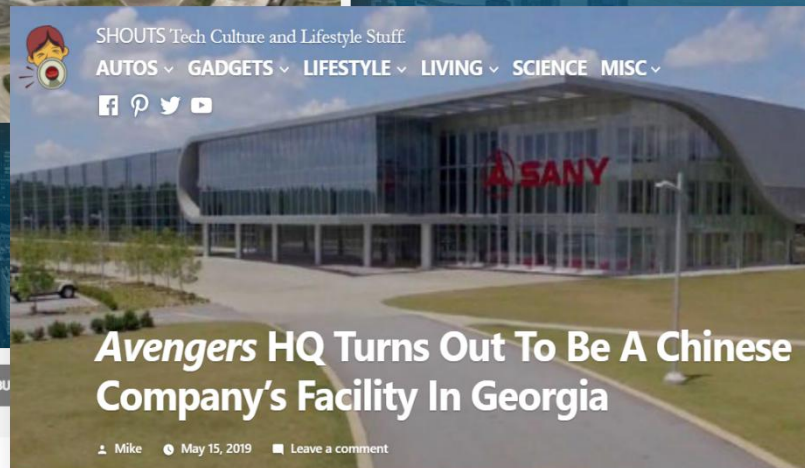
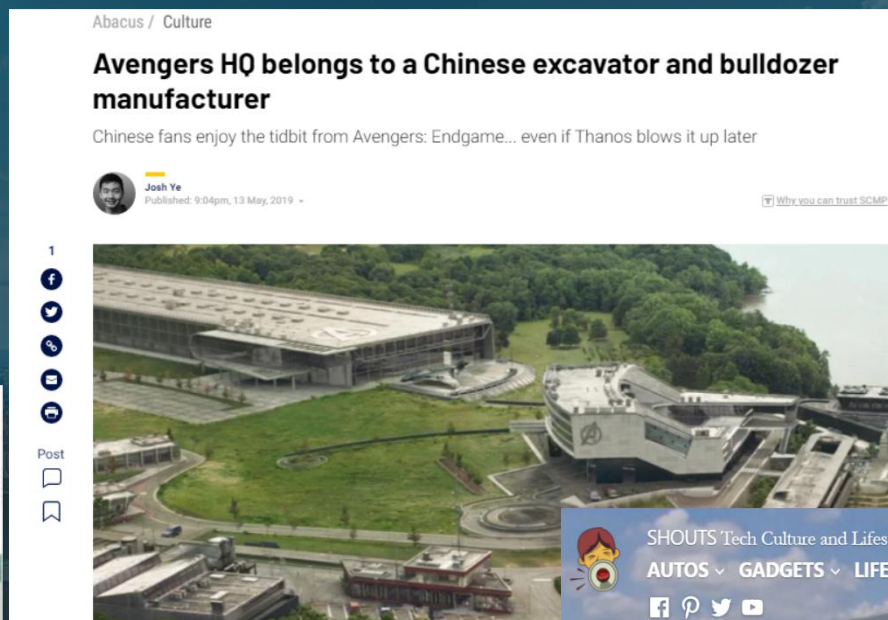
2 hour ago Edited

#会火话题##复联总部是中国企业# 据中国日报，有网友发朋友圈称影片中复仇者联盟总部的场景很像是中国企业“三一重工”在美国的总部。才想起去年公司负责人曾告诉自己工厂借给了复联拍电影。拍摄结束后，摄制组就将车间内部为拍摄进行的改造装潢复原，只留下图(9)中的墙。是不是有点酷



更丰富的内容和形式

- 三一重工VS复联：朋友圈-微博-国媒-外媒



Avengers: End Game HQ belongs to SANY!

Bob Spoerl | Blog

The case of SANY – the giant Chinese construction equipment manufacturer expanding in the US market

You know that amazing headquarters that the Avengers team uses in End Game to save the world? It's actually the US headquarters of Chinese heavy equipment manufacturer Sany Heavy Industry Co. It is located in Georgia, where much of Avengers: End Game was filmed.

Who is Sany Global?

Sany Heavy Industry Co., Ltd. (SSE: 600031) (known as SANY) is a Chinese multinational heavy equipment manufacturing company headquartered in Changsha, Hunan Province. It is the sixth-largest heavy

启示



加强对当地人文环境的了解



站在目标受众的角度思考

传播的本地化

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. Central Park is visible in the lower foreground, surrounded by greenery. The Hudson River is on the left, and the East River is on the right. The sky is blue with scattered white clouds. The text '传播的本地化' is overlaid in white on the left side of the image.

传播的本地化

- 流程的规范化

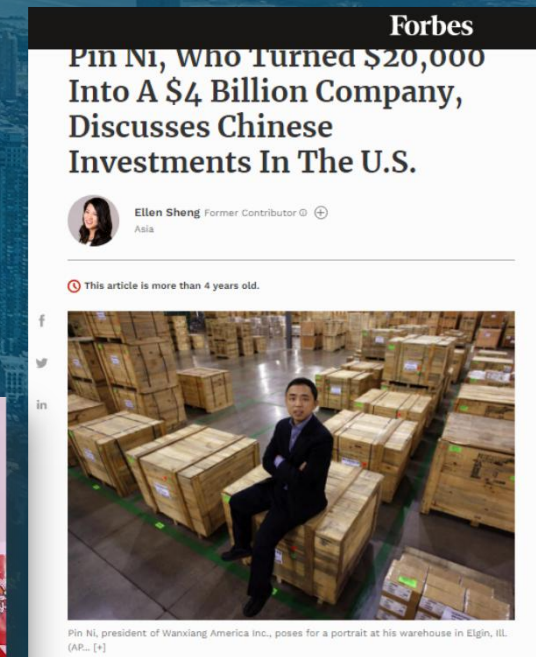
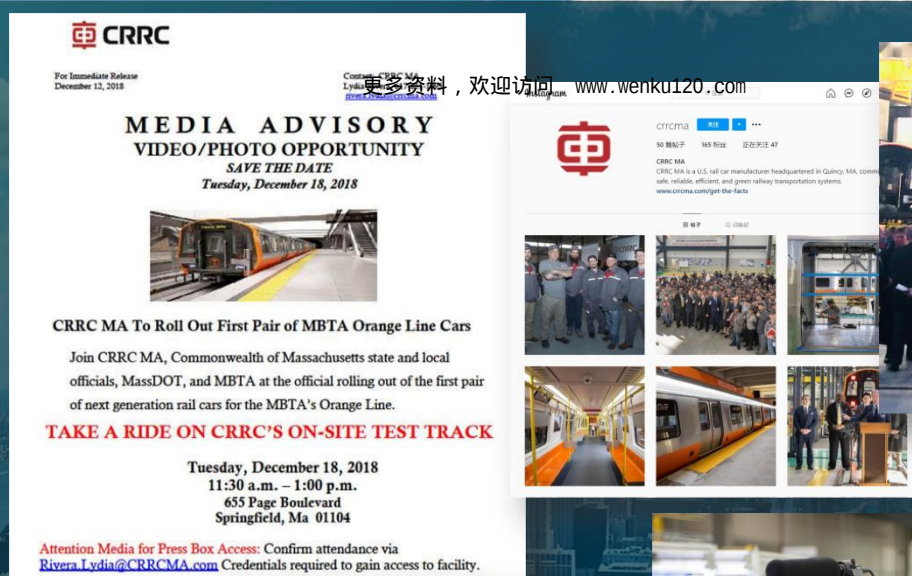
- 聘请本地专业公关人士，更了解当地媒体生态，迎合报道需求

- 周期性的媒体关系管理，社交媒体的运营

- 结合本地热点 策划新闻内容

- 企业透明度更高

- 企业愿意主动发声



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谢谢！

Thanks for watching!